WHAT IS CLAIMED IS:

1. An isolated nucleic molecule comprising a polynucleotide that is capable of conferring vascular-preferred polynucleotide transcription.

2. The isolated nucleic molecule of claim 1, wherein said polynucleotide is selected from any one of SEQ ID NO: 1-85 and functional variants thereof.

3. The isolated nucleic molecule of claim 2, wherein said functional variant has a sequence identity that is greater than or equal to 99%, 98%, 97%, 96%, 95%, 94%, 93%, 92%, 91%, 90%, 89%, 88%, 87%, 86%, 85%, 84%, 83%, 82%, 81%, 80%, 79%, 78%, 77%, 76%, 75%, 74%, 73%, 72%, 71%, 70%, 69%, 68%, 67%, 66%, 65%, 64%, 63%, 62%, 61%, or 60% in sequence to any one of SEQ ID NO: 1-85.

4. An isolated polynucleotide having a sequence selected from

(a) sequences complementary to any of the sequences in claim 2;

(b) sequences that are reverse complements to any of the sequences in claim 2; and

(c) sequences comprising at least 20 contiguous bases, which hybridizes to any of the polynucleotides of (a) or (b).

5. The isolated nucleic molecule of claim 1, wherein said polynucleotide confers xylem-preferred gene expression in a plant cell.

6. The isolated nucleic molecule of claim 1, wherein said polynucleotide is capable of upregulating or downregulating the expression of an operably-linked gene in a plant cell.

7. A plant cell comprising (a) at least one polynucleotide sequence that has the sequence of any one of SEQ ID NO: 1-85; and (b) a desired gene, wherein said polynucleotide and said desired gene are operably linked.

8. The plant cell of claim 7, wherein said desired gene encodes a polypeptide or protein.

9. The plant cell of claim 8, wherein said protein is an enzyme involved in the biosynthesis of cell walls.

10. The plant cell of claim 8, wherein said protein is an enzyme involved in lignin biosynthesis.

11. The plant cell of claim 7, wherein said desired gene produces an RNA transcript.

12. The plant cell of claim 11, wherein said RNA transcript has an antisense sequence of a gene that is endogenous to a plant cell.

13. The plant cell of claim 12, wherein said RNA transcript induces RNA interference of a gene that is normally expressed in a plant cell.

14. A plant comprising the plant cell of claim 7.

15. The plant of claim 14, wherein said plant is selected from angiosperms and gymnosperms.

16. A method for regulating the lignin content of a plant, comprising cultivating the plant of claim 14.

17. A method for regulating cell wall development in a plant, comprising cultivating the plant of claim 14.

18. A transgenic plant comprising a polynucleotide sequence selected from any one of SEQ ID NO: 1-85 and functional variants thereof.

19. A method for obtaining wood, comprising (a) introducing into a plant cell of a woody plant a DNA construct comprising (i) a promoter having the sequence of any one of SEQ ID NOs: 1 to 85 or functional variants thereof and (ii) and a desired

nucleic acid, wherein said promoter regulates the expression of said desired nucleic acid; (b) culturing said transformed plant cell under conditions that promote growth of a plant; and (c) obtaining wood from said plant.

20. The method of claim 19, wherein said woody plant is selected from a species of *Eucalyptus* or *Pinus*.